GA2- Imagine Your E-commerce Presence

Using your group company, please answer these questions / provide details:

1. **Group Members**
   - Gutierrez, Justinne Pearl
   - Luz, Shayla Danica
   - Maano, Franz Dennis
   - Salvino, Mikko

2**. Company Name/Logo + Brief Description**

Company Name: BeachPls

Brief Description:

BeachPls is a company which primary goal is to help the Bicolanos find the perfect beach or resort to relax, reflect, reconnect with nature, or the perfect beach or resort to celebrate different milestones and occasions like weddings, birthdays, especially debuts, and the like. BeachPls offers various recommendations on beaches and resorts within the Bicol Region. The company provides photos of the beach/resort and offers detailed information about the resort's entrance fee, resort/beach's complete address, transportation fare (for commuters), and the special promos that the resorts are offering to customers.

3. **Where's the money?**

- Business Model(s): portal/website, market creators, community provider (Facebook, Twitter, and Instagram)

-Revenue model(s): Advertising, transaction fees, sales

4. **Who and where is the target audience?**

• Demographics (age, gender, income, location)

Our target audience are families, teenagers, or just plain individuals who want to unwind or relax in a beach. Our business caters to all ages, men and women, as we aim to give a place of relaxation for them. If our target audience worry as to how much they will save up for their trip, they do not anymore need to, as our website offers a list of prices for the cottages and villas in each of the resorts around the Bicol Region. They can choose what price will be in for their budget since our website will incorporate price ranges for each resort that a province offers. They can also book some promos to be able to save more for their stay in a beach resort. The location that we will cater to is the Bicol Region under which are the provinces of Albay, Camarines Sur, Camarines Norte, Sorsogon, Catanduanes and Masbate.

• Behavior patterns (lifestyle)

For: people who are simply beach lovers, families who are planning to have a reunion, persons who want to relax after having a gruelling work, students who wish to unwind, birthday celebrants who would love to wish to have a beach party, and couples who would want to have a beach wedding.

• Consumption patterns (purchasing habits)

Our business caters to all wage or salary brackets.

• Digital usage patterns

For people who prefer social networking sites rather than newspapers or magazines to search for a place to relax and a place to celebrate special occasions and milestones, we have our website for people to look at when searching for beaches to accommodate them according to how much their budget is.

• Content creation patterns (blogs, Facebook)

Official Website, Blogs, Instagram, Twitter and Facebook

• Buyer personas

Customers who have a limited budget and have no idea that there are beach resorts who are budget friendly

5. Characterize the marketplace
– Size, growth, changes
    Population size: 5,796,989 as of 2015 census
    Growth: Growing at an average annual rate of 1.29 percent between 2010 and 2015
– Structure
• Competitors
    1. Own sites of different resorts in Bicol Region.
• Substitute products
    1. We can provide rental transportation vehicles for picking up customers.

6. SWOT Analysis

Strengths:

The business is a website which can address the needs of every prospected customer. With this, users can add comments and feedbacks regarding their concerns about their trip or bookings address to the specific beach/resort they booked in. The website aforementioned is easy to navigate and provides the list of every partner beaches and resorts in Bicol region. Our company has a unique approach regarding customer relations because as much as possible, we want customers to engage in planning their trip therefore adding comment section so as to satisfy them.

Weaknesses:

Since we are just a start-up company, financial resources are limited and media exposures are low compared to other competitors who are established already. Due to the reason that the company earns through website, there sprout a new weakness which is the lack of web designer since the incorporators lacks knowledge of programming. Another thing is coming up with business partners since we need their information for the users/customers to have a knowledge regarding their place.

Opportunities:

The company will not just earn from the revenue gained from every transaction in the website, since we are open for partnership with brands that will put their adverts in our site. Another thing is we can offer job opportunities to event planners and organizers since the website will also show places where customer can celebrate special events in their life.

Threats:

A start-up company is hard to trust to since they do not have an established reputation to begin with. This applies in our situation thus advertisers may not choose us since we are a start-up as well.